



# USDA National Retail Report - Shell Egg and Egg Products

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/09 thru 01/15.

(prices in dollars per carton)

Fri. Jan 09, 2015

## SHELL EGG NATIONAL SUMMARY

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
Feature Rate		24.2% of 29,100 stores								35.3% of 23,200 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	40	3.29	400	1.60							1,360	2.03
	White 18 pack			60	3.79					50	2.43	20	2.71
	Brown 12 pack									10	1.99		
	USDA GRADE A												
	White 12 pack			990	1.39					150	1.98	550	1.85
White 18 pack			124	1.99							240	2.59	
Brown 12 pack													
SPECIALTY	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			4	2.99							310	3.00
	OMEGA-3												
	White 12 pack	1,260	2.57	2,500	2.56					1,060	2.29	2,730	2.39
	Brown 12 pack			110	2.99							40	3.29
	CAGE-FREE												
	White 12 pack			520	3.38							540	2.80
Brown 12 pack			2,130	3.12							2,410	3.74	
VEGETARIAN FED													
White 12 pack			30	2.49							90	2.50	
Brown 12 pack			130	2.55					40	2.99	210	2.37	

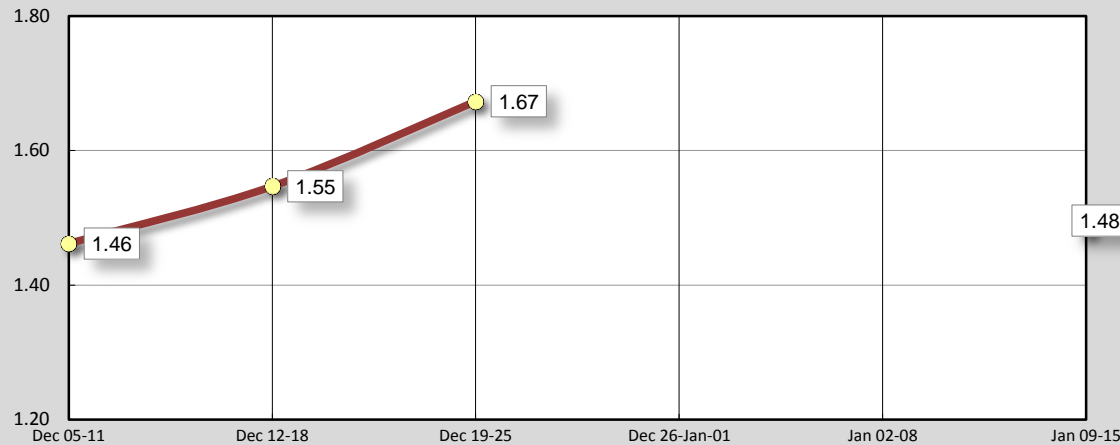
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	1,614		2,950	Large Eggs on
Specialty	6,684		9,810	Sep-02-2014
Total (includes MD)	8,778		12,890	644.7
Special Rate 4/:	6.4%		2.5%	up 4.0%

5/ 1,000's of 30-doz cases

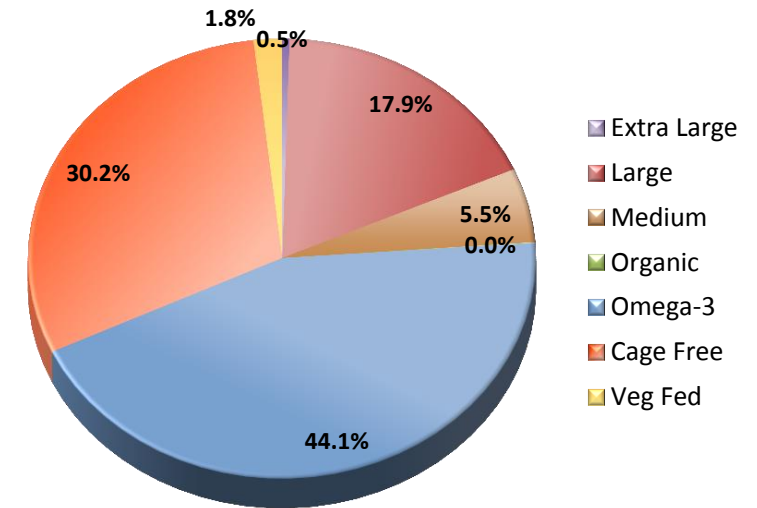
## SHELL EGG and EGG PRODUCTS FEATURING

Feature activity for regular shell eggs is considerably lower than the active pre-holiday ad cycle. The average price of Large White eggs, Grade A or better, to consumers is trending downward. Many grocers are conducting combination promotions (free eggs with the purchase of another item) thus causing a increase in the rate of no price specials. Advertisements for Extra Large are sporadic, however more visible for Medium eggs in circulars. Promotions of specialty shell egg are higher in number which is typically the post-holiday pattern. Omega-3 and cage-free type eggs are heavily promoted. Featuring of liquid egg is also on the rise with lower average prices on 14-16 and 32 oz. cartons.

## Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen



## This Week's Shell Egg Featuring by Category



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		30.6% of 5,500 sampled outlets Activity Index = 2,214 (includes Medium)						28.1% of 7,400 sampled outlets Activity Index = 3,160 (includes Medium)						24.4% of 6,100 sampled outlets Activity Index = 1,274 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	
USDA GRADE AA	White 12 pack																1.25 10 1.25			
	White 18 pack																			
	Brown 12 pack																			
	MEDIUM	White 12 pack			1.50 160 1.50			White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack				0.99 - 1.25 20 1.18						1.25 - 1.50 570 1.37 1.99 120 1.99						1.25 - 1.79 400 1.44 1.99 4 1.99			
	White 18 pack																			
		Brown 12 pack																		
	MEDIUM	White 12 pack White 30 pack			1.29 - 1.79 210 1.65			White 12 pack White 30 pack			1.33 10 1.33			White 12 pack White 30 pack			1.00 100 1.00			
SPECIALTY	USDA ORGANIC																			
	White 12 pack																			
		Brown 12 pack	2.99 4 2.99																	
	OMEGA-3					1.99 - 2.66 800 2.57			2.50 1,080 2.50			2.49 - 2.99 1,090 2.50			3.00 180 3.00			2.49 - 2.79 200 2.51		
	White 12 pack																			
		Brown 12 pack																		
	CAGE-FREE					2.99 - 3.99 260 3.12 2.49 - 2.99 600 2.95						2.99 290 2.99						2.99 20 2.99 2.99 - 3.00 360 2.99		
	White 12 pack																			
	Brown 12 pack																			
VEGETARIAN FED					2.49 30 2.49 2.49 - 2.99 130 2.55															
White 12 pack																				
	Brown 12 pack																			
		SOUTH CENTRAL U.S. (AR,CO,KS,LA,MO,NM,OK,TX)						SOUTHWEST U.S. (AZ,CA,NV,UT)						NORTHWEST U.S. (ID,MT,OR,WA,WY)						
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		12.7% of 4,900 sampled outlets Activity Index = 580 (includes Medium)						22.5% of 3,800 sampled outlets Activity Index = 1,160 (includes Medium)						25.6% of 1,300 sampled outlets Activity Index = 390 (includes Medium)						
USDA GRADE AA	White 12 pack				1.25 80 1.25			3.29 40 3.29			1.00 - 2.09 290 1.63 3.32 - 3.99 60 3.79						2.69 20 2.69			
	White 18 pack																			
		Brown 12 pack																		
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						
USDA GRADE A	White 12 pack																			
	White 18 pack																			
		Brown 12 pack																		
	MEDIUM	White 12 pack White 30 pack						White 12 pack White 30 pack						White 12 pack White 30 pack						
SPECIALTY	USDA ORGANIC																			
	White 12 pack																			
		Brown 12 pack																		
	OMEGA-3					2.19 - 2.99 230 2.60						2.99 120 2.99			2.50 60 2.50 2.99 110 2.99					
	White 12 pack																			
		Brown 12 pack																		
	CAGE-FREE					2.99 - 3.00 270 2.99						3.99 170 3.99 2.99 - 3.99 480 3.63						2.99 70 2.99 2.99 130 2.99		
	White 12 pack																			
	Brown 12 pack																			
VEGETARIAN FED																				
White 12 pack																				
	Brown 12 pack																			

		ALASKA (AK)						HAWAII (HI)								
Feature Rate <sup>1/</sup> Activity Index <sup>4/</sup>		0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)						0.0% of 100 sampled outlets Activity Index = 0 (includes Medium)								
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE					
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/			
USDA GRADE AA	White 12 pack															
	White 18 pack															
	Brown 12 pack															
	MEDIUM	White 12 pack			White 12 pack											
USDA GRADE A	White 12 pack															
	White 18 pack															
	Brown 12 pack															
	MEDIUM	White 12 pack White 30 pack			White 12 pack White 30 pack											
S P E C I A L T Y	USDA ORGANIC															
	White 12 pack Brown 12 pack															
	OMEGA-3				2.50			2.50								
	White 12 pack Brown 12 pack															
	CAGE-FREE										2.99			2.99		
	White 12 pack Brown 12 pack															
	VEGETARIAN FED															
	White 12 pack Brown 12 pack															
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>																
USDA GRADE AA	White 12 pack															
	White 18 pack															
	Brown 12 pack															
	MEDIUM															
USDA GRADE A	White 12 pack															
	White 18 pack															
	Brown 12 pack															
	MEDIUM															
S P E C I A L T Y	USDA ORGANIC															
	White 12 pack Brown 12 pack															
	OMEGA-3															
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	CAGE-FREE															
	White 12 pack Brown 12 pack															
	VEGETARIAN FED															
	White 12 pack Brown 12 pack															



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/09 thru 01/15.

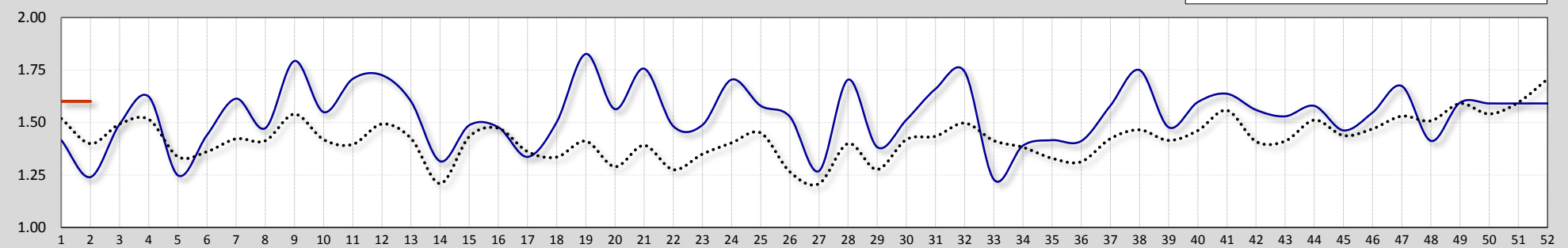
(prices in dollars per carton)

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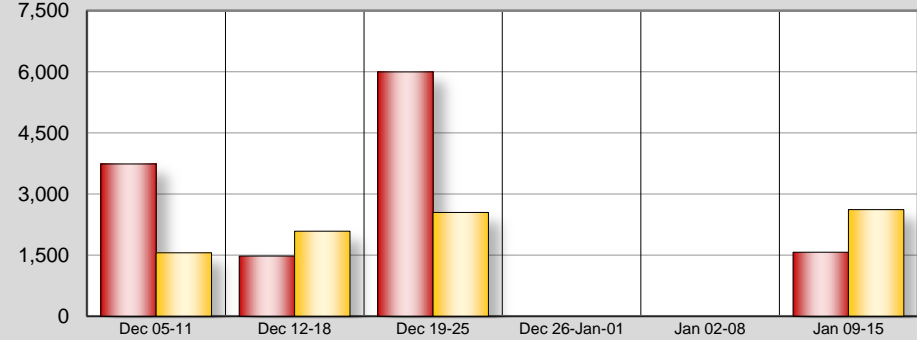
EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	7.7%		12.1%	20.4% of 5,500 sampled		7.7% of 7,400 sampled		5.4% of 6,100 sampled		2.0% of 4,900 sampled		0.0% of 3,800 sampled		9.1% of 1,300 sampled	
2/ Activity Index	2,620		3,210	Activity Index = 1,660		Activity Index = 570		Activity Index = 100		Activity Index = 50		Activity Index = 0		Activity Index = 120	
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>		Price Range Stores Avg <sup>3/</sup>		Price Range Stores Avg <sup>3/</sup>		Price Range Stores Avg <sup>3/</sup>		Price Range Stores Avg <sup>3/</sup>		Price Range Stores Avg <sup>3/</sup>	
14-16 oz. crtn	2,050 2.45		2,340 2.42	1.99 - 3.00	1,370 2.40	2.50 - 3.00	560 2.54	2.00 - 3.00	70 2.51	2.50 - 3.00	50 2.66			3.99 - 4.99	120 3.99
32 oz. crtn	410 4.12		320 4.29	3.99 - 4.99	130 4.13	4.99	10 4.99	4.84	30 4.84						
3 - 4 oz. cup	160 2.50		550 2.57	2.50	160 2.50										
2 - 8 oz. cup															

EGG PRODUCTS	ALASKA		HAWAII	
1/ Feature Rate	2.2% of 100 sampled		3.5% of 100 sampled	
2/ Activity Index	Activity Index = 0		Activity Index = 120	
	Price Range Stores Avg <sup>3/</sup>		Price Range Stores Avg <sup>3/</sup>	
14-16 oz. crtn			3.99 - 4.99 120 3.99	
32 oz. crtn				
3 - 4 oz. cup				
2 - 8 oz. cup				

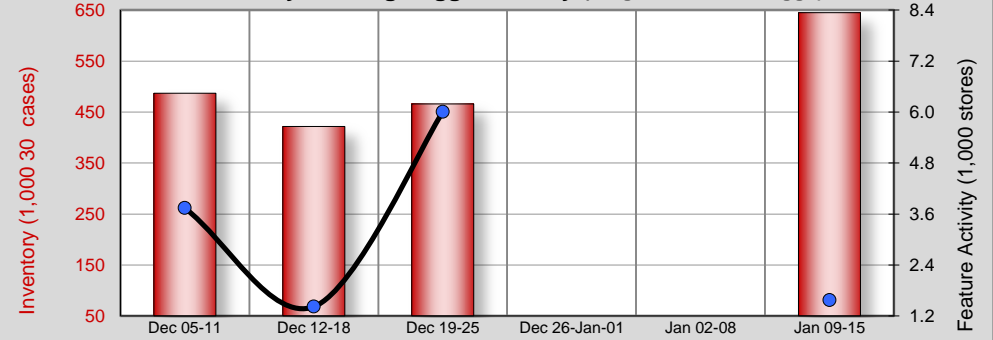
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

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